

WELCOME TO

BOB

COUNTRY







# **BOB**

**TOTAL COUNTRY**


**105.5 • 106.1 • 107.5**

## What is BOB Country?

**TOTAL Country BOB FM has been Minnesota's locally owned and operated country station since 1999. We do things differently in BOB Country, and we're proud of it.**

**BOB FM has a format focused on providing listeners with true country variety. BOB FM features the best songs of the 1980s, 1990s and early to mid 2000s with a mix of the "classics", the stars of tomorrow, as well as Minnesota homegrown talent. BOB FM has a "no repeat" policy – other than request shows, you'll seldom hear the same song twice in one day.**

**BOB plays huge artists of the 1980s and 90s like Garth Brooks, Vince Gill, Brooks and Dunn, Reba; legends like Merle Haggard, Willie Nelson, Dolly Parton and Waylon Jennings; and superstars of today like Brad Paisley, Blake Shelton and Kenny Chesney.**







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## Who is BOB Country?

**TOTAL Country BOB FM is an “every day America” station with family friendly programs for listeners of all ages. The BOB listener:**

- Values a hard day's work
- Is willing to spend money on things they care about
- Loves shopping local with extensive Minnesota pride
- Spends time outdoors
- Is passionate and loyal to our station
- Enjoys traditional, “non-glam” country music regardless of its year

**Primary demographic: A35-64**

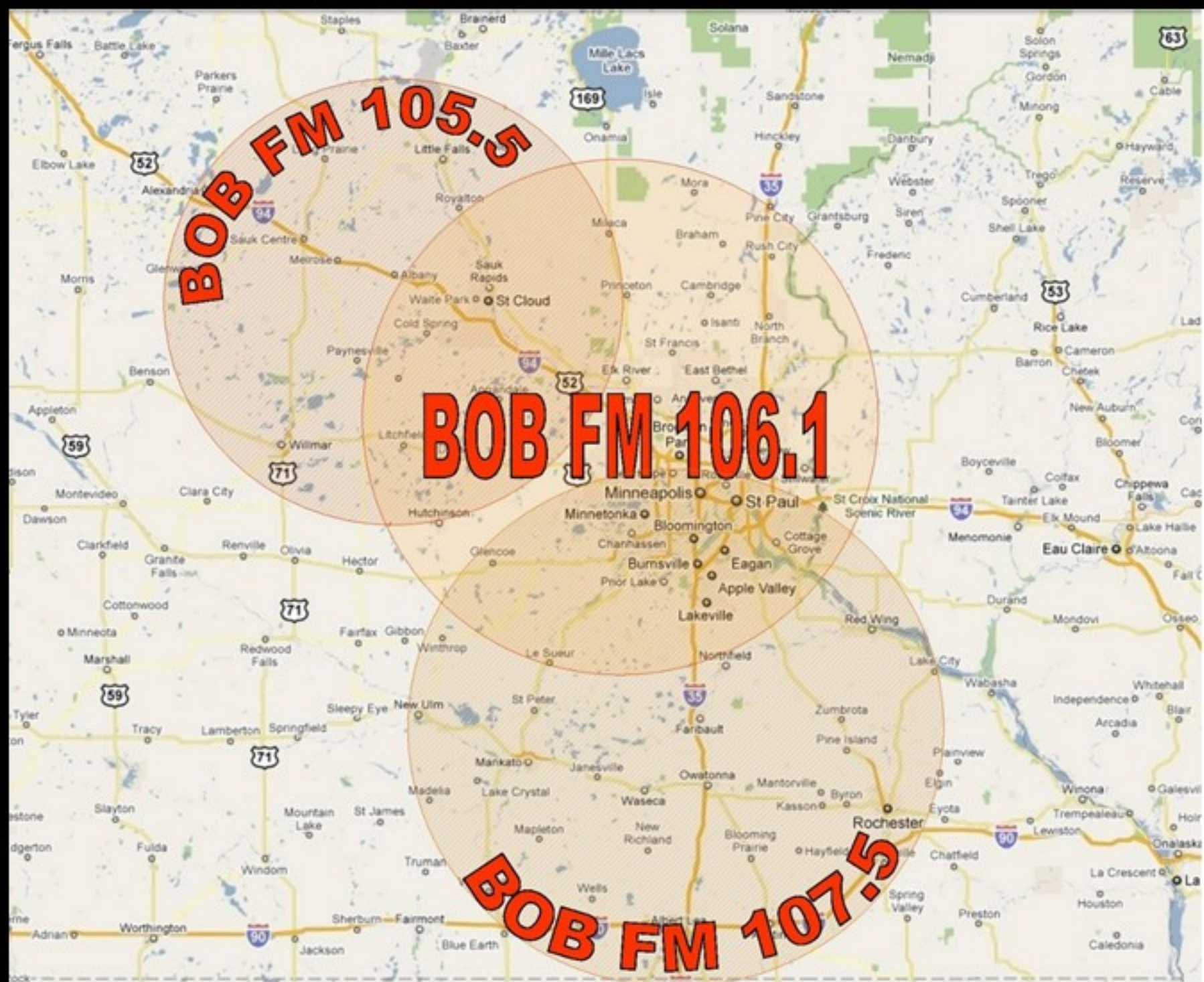
**Secondary demographic: A25+**





# Where is BOB Country?

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# On Air in BOB Country

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**Neil Freeman**  
Morning Show  
5am-10am



**Paul Thomas – "PT"**  
Morning Show  
6am-9am



**Jim Erickson**  
Midmornings  
8am-1pm  
All Request Lunch Hour  
Sports Play by Play



**Ashley Paige**  
Middays  
1pm-3pm  
Saturdays  
9am-2pm



**Geoff Jones**  
Afternoon Drive  
3pm-7pm



**Britni Jade**  
Evenings  
7pm-12am



**Kirby Hemmesch**  
Saturdays  
2pm-7pm  
Sundays  
1pm-6pm







# BOB FM Sports Network

The BOB FM Sports Network is the radio home to boys and girls local high school sports including: football, volleyball, hockey, basketball, softball, and baseball. We also cover the playoffs and state tournaments for several sports including *full coverage* of the Boys HS Hockey Tourney in March!

We air *over 300* games a year of teams across the metro area on several of our radio station signals and always stream online with our partners on MSBNSports.net!

BOB FM is the radio home of the WNBA champions Minnesota Lynx and four-time defending champions NDSU Bison Football!

The BOB FM Sports Network also partners with the St. Paul Saints for a "Game of the Week" series, where we throw a pre-game party and broadcast live from the plaza by the main gate!

For more information, visit [www.BOBFMSports.net](http://www.BOBFMSports.net)

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# Minnesota Country Salute CD Project

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A connection between two cornerstone aspects of our radio station: supporting local artists and supporting the military and their families.

The Minnesota Country Salute CD is an annual compilation of original songs from local Minnesota artists. The CD has historically been released on Black Friday and available for a limited time. All net proceeds from the project are donated to support military families through the Minnesota Military Family Foundation and Tribute to the Troops. To date, we have raised over \$40,000 through the project for military families.







# BOB FM at the State Fair

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TOTAL Country BOB FM occupies a booth at the Minnesota State Fair across from the Coliseum on Judson Avenue annually. BOB FM broadcasts daily from the State Fair for several hours per day. We host local bands on our acoustic stage at our booth on a daily basis as well.







# PT on the Patio

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PT on the Patio is a summer-long promotion at local bars and restaurants hosted by Paul "PT" Thomas. Listeners come out to enjoy live music, play games, win prizes and have a blast!

Prizes include:

Tickets to various sports games

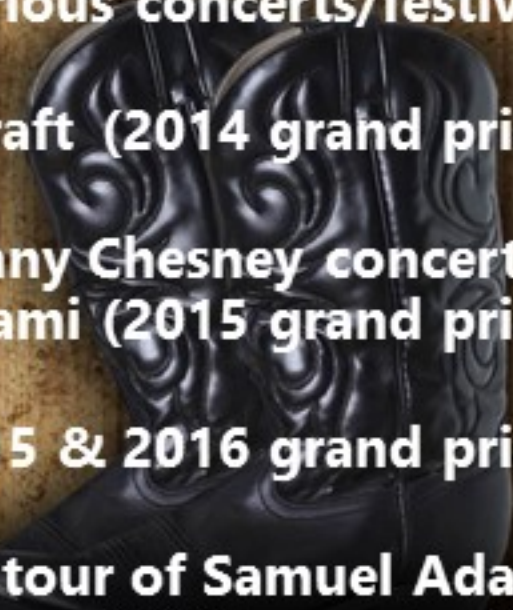
Tickets to various concerts/festivals

Sea Doo personal watercraft (2014 grand prize)

Flyaway trip to private Kenny Chesney concert in Miami (2015 grand prize)

Personal CAN AM ATV (2015 & 2016 grand prize)

Flyaway trip to Boston with tour of Samuel Adams brewery & Twins vs. Red Sox game (2016 grand prize)







# BOB FM Supports the Community

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# Testimonials



**“Our Event was good! I have to say that maybe about 4 times as many people then at our last open house. We do thank you for all you and Bob 106.1 did for this event and hopefully this is something we can grow on in the future!” – Christopher Daniels, Plow World Inc.**

**“Our work with Britni, PT, Jim and the entire BOB FM team aimed to increase our customer counts and build more awareness of the G-Will Liquors brand. We continue to be thrilled with the results we see on a weekly basis! Customer counts are up significantly over last year, due in large part to the ads they hear on BOB FM, our sponsorship of the Friday Happy Hour, and a remote live broadcast by Jim Erickson. The communications, flexibility, and suggestions to help improve the campaign continue to surpass our expectations. I would highly suggest having BOB FM out to your business for a remote live broadcast. It changes the entire feel of your event and Jim did a great job bringin in additional customers that would not have stopped without hearing him hype the event on BOB FM!” – Jason Schulz, G-Will Liquors Division Manager.**

**“It was an absolute pleasure to do the Minnesota Country Salute CD with BOB FM. At Wendy’s, we carry great pride in helping out the community every way that we can and the people at BOB FM facilitated, organized and managed everything extremely thoughtfully and thoroughly. We have had the privilege to work with the team at BOB for over 3 years, but an even greater privilege to be friends with the team at BOB for 5+ years. We are very fortunate to help the Minnesota Military Families any way that we can.” – Megan Givens, Wendy’s FourCrown, Inc. Director of Marketing.**

**“Our decision to work with BOB FM to promote our grand opening event paid dividends, both at the event and in the weeks that have followed. Radio spots paired with a live remote broadcast brought tons of traffic and helped ensure our opening was a success. The entire BOB team was professional, responsive and delivered everything they promised and more. We are excited to work with them again in the future” – Jon Rogers, Otsego Tires Plus**

**We’ve helped these businesses – how can we help you? Contact [pt@mybobcountry.com](mailto:pt@mybobcountry.com) for more information.**